

MEMORANDUM

DATE: January 20, 2010
TO: Sustainable Burbank Task Force
FROM: Kreigh Hampel, Recycling Coordinator
By: Jessica Aldridge, Executive Director of Burbank Green Alliance
SUBJECT: INTRODUCTION TO THE BURBANK GREEN ALLIANCE AND ITS REQUEST FOR CITY FUNDING

PURPOSE

To introduce the programs of the Burbank Green Alliance (BGA) and to solicit the support of the Sustainable Burbank Task Force in requesting funds from the City of Burbank.

BACKGROUND

Over the past several years, the City of Burbank's Recycle Center staff noticed that visitors and callers were asking increasingly complex questions about the environment. Instead of asking simple questions about what materials could be recycled in Burbank or how they could get a recycle bin, callers were asking how their businesses could "go green" or how to create an integrated, comprehensive sustainability plan. Staff noted the growing interest and looked for ways to help local organizations adopt zero waste practices.

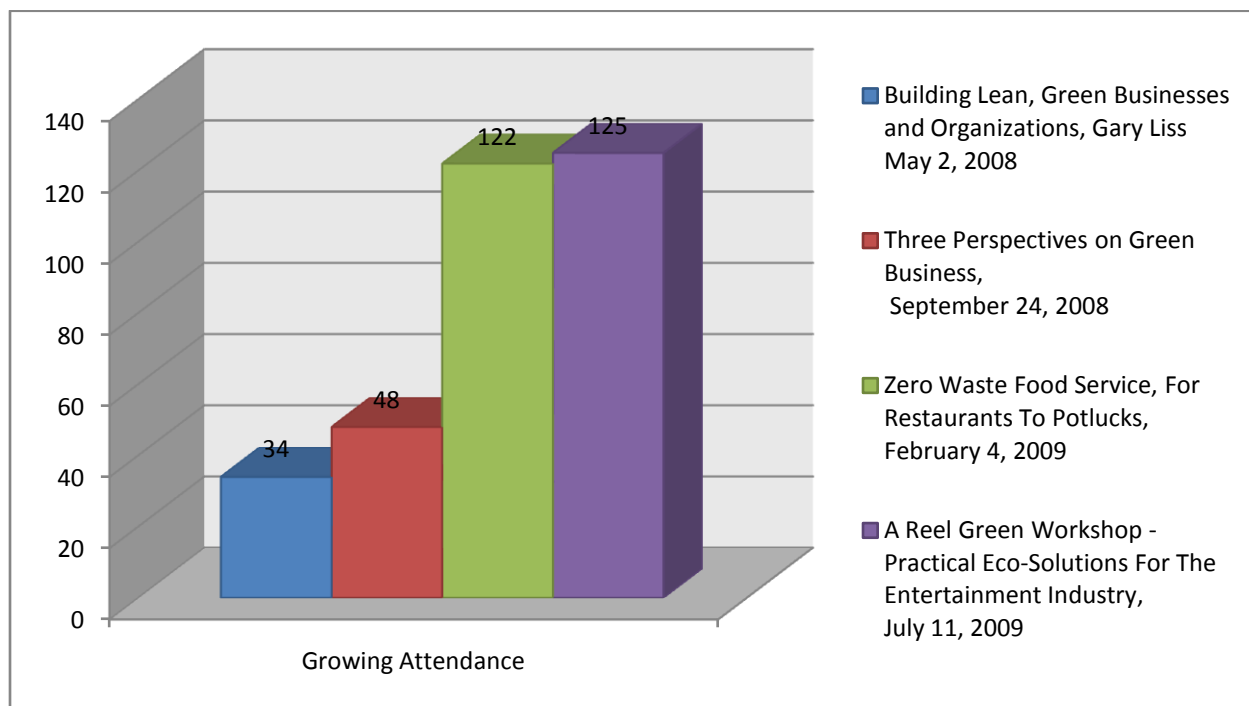
Consistent with the City's 2008 Sustainability Action Plan, and as part of its Zero Waste Strategic Plan, the Recycle Center increased its efforts to assist businesses improve their environmental practices. Using consultants and volunteers, the Recycle Center hosted an introductory Zero Waste workshop, *Building Lean Green Businesses*, as one of its new outreach campaign. After gathering feedback from the 34 attendees, it was clear that businesses were unaware of - and underutilizing - available resources that could help businesses achieve Zero Waste. It was also evident that small businesses, more than large businesses, needed assistance with their environmental plans.

The dedicated volunteers who had worked with the Recycle Center began to develop a separate organization to focus on businesses that were interested in advancing "green business" and zero waste. Originally known as the "Green Business Information Exchange," the BGA began organizing in spring 2008 to help connect interested Burbank organizations and businesses with environmental resources and expertise. A second workshop was held in September 2008, which drew 48 attendees.

Encouraged by the responses to the first two workshops, a Steering Committee was formed in September 2008 and the name was officially changed to the Burbank Green Alliance. In the following months, a mission, logo, and website were developed. Five subcommittees were formed to assist the Steering Committee; these included Event Planning, Website, Marketing, Membership, and Administration.

Two more workshops were held in 2009. Topics ranged from *Zero Waste in Food Service* to *Practical Eco-Solutions for the Entertainment Industry* (see **Attachment A** for details on speakers, target audience, sponsors, and attendance). The panel of speakers has included Gary Liss, Zero Waste Consultant; Marialyce Pedersen of Walt Disney Co.; Michael Oddo of Metro Services; Stephanie Barger of Earth Resource Foundation; Eric Wilhite of Community Recycling & Resource Recovery; Lauren Selman of Reel Green Media; and Josh Mark of Fox Broadcasting Company. After each event, participants were surveyed to better understand what was valuable and how the BGA could improve its workshops. Today, the BGA has a mailing list of over 500 contacts and participation at the first year's events increased from 34 to 125 attendees. In events over the next two years, it is the goal of the BGA to engage over 1,200 people (over 1% of Burbank's 90,000 workforce.)

The graph below illustrates BGA 2008-2009 workshops and attendance.



BGA MISSION AND FUTURE

BGA's mission is to *promote effective sustainable practices and build a network of resources to support the Burbank community*. The primary BGA target community includes businesses, private and public organizations, and residents within the City of Burbank; however, the BGA also welcomes participation from surrounding communities. More information about BGA is available on their website, including information about events, fundraising, and resources: <http://www.burbankgreenalliance.org>

Through outreach, advocacy and educational events, the BGA helps organizations and residents apply the principles of the City's Sustainability Action Plan. Upcoming events for 2010-2011 include the following:

➤ **Four Community Workshops**

These workshops address Zero Waste and sustainability themes, showcase local successes and facilitate peer-to-peer discussions. The next workshop is titled "How To Set Up Recycling Systems for Multi Unit Commercial and Residential Complexes." It is scheduled for March 31, 2010, and is designed for complex owners, managers, and residents.

➤ **Environmental Film Series**

Co-hosted by Woodbury University, the film series is scheduled for the 1st Wednesday of every month, starting February 3, 2010, and continuing through November 3, 2010. Producer Aaron Zober has been recruited to act as co-coordinator. The first film in the series is *Garbage-The Revolution Starts At Home*, with other intriguing titles to follow.

➤ **Community Development Department - Green Business Training Seminars**

BGA will partner with the City of Burbank's Community Development Department's Team Business Boot Camp instructors to educate small Burbank business owners. The upcoming three part training series, ***Building Your World Class Green Business***, takes place on May 26, June 2, and June 9, 2010. The following is an outline of the agenda:

Building Your World Class Green Business

One of the greatest trends in business is environmental responsibility. This series of seminars introduces businesses to the basic principles of running a lean, green business and letting customers know where the business stands. Attendees will learn why materials, water, and energy matter; what policies will affect your business; and how to Save Money!

Part I – Zero Waste, Improve Your Bottom Line by Reducing Waste:

- Basic definitions, approaches, case studies, legislation, cost savings, and first steps

Part II – Start It Out Right! Save Energy, Water, & Money:

- Energy and water, efficiency and incentives
- Reduce toxics and the liabilities that go with them

Part III – Get The Most Out Of Being Green:

- Build culture; engage customers, staff and public in the commitment to your green business
- Green certified products, programs, and services
- Writing green contracts with distributors, haulers, producers, and suppliers

➤ Introduction of Monthly Newsletter

The BGA newsletter will include monthly ecotips from Green1Planet, Kennetha Jespers's Trash Talk, legislation updates, and upcoming calendar events for BGA and local organizations.

➤ Environmental Recognition Program (Proposed)

The BGA has plans of creating an *Environmental Recognition Program* open to all Burbank businesses. Recognition will be based on the Urban Themes found in the Burbank *Sustainability Action Plan*. Businesses will receive window decals for meeting "green" specifications. The BGA will work with the City of Burbank to define the recognition specifications per theme.

The BGA will continue to improve its outreach through the following efforts:

- Building and maintaining a contact list of members and attendees.
- Building an online directory of green businesses located within the Burbank community.
- Producing educational resources for events and online access.
- Maintaining the BGA website www.burbankgreenalliance.org with resources, links, donor and participation opportunities, BGA *Environmental Recognition Program*, and links to policy updates.
- Developing educational videos and public service announcements on sustainability and zero waste.
- Develop relationships with other "green" networks for cross-promotions.
- Assistance at local events including Taste of Burbank.

FISCAL IMPACT

The BGA began as a volunteer association using in-kind sponsorship and assistance. The City of Burbank supported the start up with staff time, coordination, a part-time consultant, and supplies. On October 14, 2009, the BGA was adopted as a "project" of Community Partners, a Los Angeles based nonprofit incubator. The relationship with Community Partners allows the BGA to function like a nonprofit organization under the direction of a fiscal sponsor. The BGA is now seeking funds to continue its work and build on past successes.

The BGA projects an annual operating budget of \$100,000 and is seeking the support of the Sustainable Burbank Task Force in requesting \$50,000 from the Burbank City Council to serve as seed money in its first year of operation as it continues to seek support from

grants, businesses, and other sources. The support from the City could come from the Sustainability Holding Account, which was established by Council as part of its fiscal year 2007-2008 budget (the current balance is approximately \$285,000), or alternatively, the support could be in the form of a contract funded by the various City programs that the BGA is promoting and supporting (e.g. recycling programs, energy and water conservation programs, economic and business development programs). The funding will be applied to:

- Four community workshops addressing zero waste and sustainability themes
- An environmental recognition program for Burbank businesses
- Developing green business seminars for Community Development's Team Business Boot Camp

Additional FY 2010 activities will be supported through event registrations, sponsorships, and in-kind donations. See ***Attachment B, C, and D*** respectively for *Proposed Timeline*, *Projected Profit and Loss*, and *Projected Use of City of Burbank, Municipal Funding*.

By supporting the BGA the City will benefit from:

- Ongoing promotion, education and support of the Sustainability Action Plan
- Leveraging public funds with volunteer efforts, sponsorships and other community partnerships
- Community pride and recognition
- An improved environment

RECOMMENDATION

Staff recommends that the Sustainable Burbank Task Force support the Burbank Green Alliance's request for funding from the Burbank City Council.

Attachment A

BURBANK GREEN ALLIANCE EVENT OVERVIEW, YR 2008-2009

➤ Burbank Green Alliance Event Overview:

- **FIRST EVENT, May 2, 2008**

Title: *Building Lean, Green Businesses and Organizations*

Speakers: Gary Liss, Zero Waste Consultant

Audience: Burbank businesses and residents that want to “Learn the Business of Zero Waste, Reduce your Environmental Impact- Increase your Profits, and Green your Business and Your Community.”

Sponsors: City of Burbank, Public Works Recycle Center; Burbank Recycling Incorporated

Attendance: 34 participants

- **SECOND EVENT, September 24, 2008**

Title: *Three Perspectives on Green Business*

Topics/Speakers:

- “Burbank’s *Sustainability Action Plan* - Leading By Example” - Bonnie Teafora, Public Works Director, *City of Burbank*
- “Collaborating with Businesses to Maintain Eco-Positive Working Environments” - Michael Oddo, Owner/Founder, *Metro Services*
- “C&D Does Not Stand for Concrete and Dirt” - Richard A. Ludt, Waste Management Administrator, *Interior Removal Specialists Inc.*

Audience: Burbank businesses interested in adopting Zero Waste and Sustainability practices.

Sponsors: Burbank Chamber of Commerce; Burbank Recycle Center; Burbank Recycling Incorporated; City of Burbank, Public Works; Interior Removal Specialists; Metro Services; Providence Saint Joseph Medical Center; Romancing the Bean

Attendance: 48 participants, 70+ RSVPs

- **THIRD EVENT, February 4, 2009**

Title: *Zero Waste Food Service, For Restaurants To Potlucks*

Topics/Speakers:

- “Food Service Waste & Alternatives to Disposables” - Stephanie Barger, Founder and Executive Director of *Earth Resource Foundation* and Kreigh Hampel, Recycling Coordinator, *The City of Burbank*
- “Food Composting Overview” - Eric Wilhite, Vice President of Supermarket Division, *Community Recycling & Resource Recovery, Inc.*
- “Getting to Zero Waste, Closing the Loop on Organics” - Marialyce Pedersen, Senior Program Research Representative, *The Walt Disney Company*

Audience: Burbank Community businesses or residents that either “work in a food service (or related) business, coordinate food service contracts or host meetings and events, and/or want their organization to reduce food service waste.”

Sponsors: Buena Vista Library; Burbank Recycle Center; City of Burbank, Public Works; Large Marge Sustainables; Ralphs

Attendance: 122 participants

- **FOURTH EVENT, July 11, 2009**

Title: *A Reel Green Workshop - Practical Eco-Solutions For The Entertainment Industry*

Topics/Speakers:

- “GOALS: *Creating Goals Around Environmental Sustainability*”- Lauren Selman, Founder and President, *Reel Green Media*
- “CULTURE: *Fostering The Culture Of Environmental Sustainability*” - Josh Mark, Director, Sustainability, *Fox Broadcasting Company*
- “IMPLEMENTATION: *Applying Environmental Initiatives, Specifically Recycling Systems*” - Shannon E. Schaefer, Founder and President, *EcoSet Consulting, LLC*
- Siobhan Dolan - *Facilitator For Production/Above The Line*
- Kreigh Hampel - *Facilitator For Special Effects*
- Allan Haskell - *Facilitator For Catering/Craft Services*
- Taryn Hipwell - *Facilitator For Makeup Department*
- Kresta Lins - *Facilitator For Wardrobe Department*
- Veronica Miles - *Facilitator For Units/Locations/Transportation*
- Jim Sanfilippo - *Facilitator For Grips/Electricians*
- Lauren Selman - *Facilitator For Construction/Set Design/Art Dept.*

Audience: Burbank community businesses or residents that “work in the Entertainment Industry; want to save money and the environment;

and want practical solutions, communication methods, and a plan of action.”

Sponsors: (includes Host, sponsors, donors, and booths)
Anderson Party Rentals Inc.; Ben Phipps; Bob Hope Airport (Host); Burbank Recycle Center; Burbank Water and Power; Charter Communications; City of Burbank, Public Works; Coffee Fix; Community Development; Crown Disposal; FPC, Inc. A Kodak Company; Heal The Bay; Joslyn Adult Center; Large Marge Sustainables; Ralphs; Real Green Water; Reel Green Media; Shuman Audio; Southern California Gas Company; Studio Spectrum; Sunrise to Sunset; Sustainable Sirens; The Showbiz Software Store; Trash For Teaching; and local residents donated mugs.

Attendance: 125 participants, 187 RSVPs

➤ **Burbank Green Alliance Workshop Follow-Up Survey Comments:**

- “It not only gave me tips about ways to approach Greening and new ideas, but allowed me to meet other people who are also dedicated to the cause.”
- “I learned about a lot of resources that I had NO IDEA existed in Hollywood or production as a whole. I also discovered some really simple ideas on how to improve my own productions just by following the examples of how you ran your event.”
- “The attendance was amazing and demonstrates a real desire and commitment towards taking the next steps towards sustainability. I found the breakout sessions to be extremely well-presented. The workshop was a highly informative, interactive and an important event.”

Attachment B

Proposed Timeline FY 2010

PROJECT	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Board Meeting (once a month)	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting
Environmental Film Series (1 st Wednesday of the Month)		2/3	3/3	4/7	5/5	6/2	7/7	8/4	09/1	10/6	11/3	
Quarterly workshop (Dates TBA)			3/31			2 nd				3 rd		
Email event follow-up survey			Survey			Survey				Survey		
Community Development - Team Business Green Program					5/26	6/2, 6/9						
Develop Environmental Recognition Program							Develop ERP	Develop ERP	Develop ERP	Develop ERP	Develop ERP	Develop ERP
Survey BGA mailing list members twice a year (either a general survey and/or a random pop-up survey on the website)					Survey							Survey
Increase Visibility monthly <ul style="list-style-type: none"> Increase mailing list by 5 new members Increase fan base on social networks by 5 new members 		Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility

Proposed Timeline FY 2011

PROJECT	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Board Meeting (once a month)	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting	Meeting
Environmental Film Series (TBA)												
Quarterly workshop (Dates TBA)	4th			1 st			2 nd			3 rd		
Email event follow-up survey	Survey			Survey			Survey			Survey		
Community Development - Team Business Green Program (TBA)												
Environmental Recognition Program pilot (evaluate and recognize three businesses)	Develop ERP	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.	Pilot ERP Prog.
Survey BGA mailing list (see above)			Survey						Survey			
Increase Visibility monthly (see above)	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility	Increase Visibility

